

FUND DEVELOPMENT

Why is Fund Development Important?

Relying on one source of funding for your organization is risky. You can never really know that money will continue from one year to the next. Also, many funding sources put restrictions on how the money can be spent.

Best practice is to constantly strive to diversify your funding. Including a large contract to provide services, as well as private donations, special grants and membership dues in your funding base, for example, is the best way to ensure the long-term health of your organization.

Fund Development is Having a Bake Sale...and a Whole Lot More

When many people think about fund development, they picture a bake sale, or wish that they had time to apply for that grant from Great Big Foundation, Inc.

While fund development can include these activities, it is really about a whole process of ensuring that your organization has enough funding, and that your essential services will continue if a major piece of your funding is lost.

Ideally, you will have a *Fund Development Plan* that outlines several activities that people in your organization will take part in- like having an annual bake sale, grantwriting, putting coin donation boxes in local stores and having board members solicit donations.

Have a Plan

Just as you make a plan for your organization's overall work, you should have a plan for fund development. In fact, your fund development plan can be a part of your overall strategic plan.

The best way to start is to have your board organize a fund development committee. Staff such as the director (and, if you have one, a development director or grant writer) should

work with the committee. If you don't have a committee, these same steps can be followed by board members, staff and volunteers.

Questions to Guide Your Planning

- 1) What could you do if you had more funding? Identify specific projects or enhancements.
- 2) How much funding do you need for each project or enhancement?
- 3) What activities could you use to raise money?
- 4) What is your timeline for these activities? Prioritize your fundraising goals. How much money do you want to have raised six months from now? One year from now? Five years from now?
- 5) Who will lead each activity? Who will participate (board members, volunteers, staff, etc.)?
- 6) How will you evaluate your efforts? How will you recognize donors and grantors?

Some Notes on the World of Grants

Keep in mind that 75% of the \$190 billion contributed to charity in 1999 came from individual donors, not corporations or foundations*.

Additionally, the Feminist Majority Foundation found that of the \$3.25 billion in foundation grants in 1990, only 5% went to "programs specifically earmarked for women and girls," and though sexual assault affects everyone, it is

* Giving USA 2000, AAFRC Trust for Philanthropy

generally considered to be a “women’s issue” in funding.

Writing for grants from corporations and foundations does not tap into a large pool of funds; foundations give only a small percentage of charitable contributions, and the money they do give is not significantly targeted at women’s issues or sexual assault.

This does not mean that you shouldn’t write grants. What it does mean is that grantwriting is not the end-all be-all of fund development. You should include, among other things, strategies for reaching individual donors in your fundraising plan.

Holding special events and having board members and volunteers solicit donations are effective ways to reach individuals.

Sample Activities

Special Events

- Annual breakfasts or dinners
- Auctions and Raffles
- Raise money during SAAW
- Have board members or volunteers host a small fundraising dinner with their friends, colleagues and community

- Have a portion of revenues donated from sporting events like tournaments or games
- Walk-a-Thons, Bike-a-Thons
- Garage Sales

Donation Drives

- Have board members solicit large donors for one-time or on-going funds, bequests, good or services
- Start a direct-mail campaign
- Put coin donation boxes in local stores
- On-line fundraising
- Solicit donations of goods
- Start a holiday fund drive

Grantwriting

- In addition to asking for funding, ask corporations for donations of their goods or services (software, hotels, airlines)
- Look into new sources of funding: government grants, the United Way, corporations, etc.

RESOURCES

📞 *Technical Assistance*

Call Christiane or Toby at (360) 754-7583
Email christi@wcsap.org or toby@wcsap.org

💻 *On-line*

www.genie.org
www.fdncenter.org
www.zimmerman-lehman.com
www.malwarwick.com

 *In the WCSAP Library*

The Complete Book of Model Fund-Raising Letters
Roland Kuniholm
Prentice Hall, 1995
63.KUN.COMPL

The Board Member's Guide to Fund Raising
Fisher Howe
Jossey-Bass, 1991
63.HOW.BOARD

Confessions of a Feminist Fund-raiser
Kim Klein
Ms./Lang Communications, Inc., 1991
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NCNB Governance Series, Vol. 9: Fund-Raising and the Nonprofit Board
Fisher Howe
NCNB, 1998
62.NCN.GOVER.9

NCNB Board Committee Series: The Development Committee--Fund Raising Begins with the Board
Eugene R. Tempel
NCNB, 1996
62.NCN.BOARD.4

Funding Strategies for the '90s
Laura Lederer
Ms./Lang Communications, Inc., 1991
63.Led.Fundi.2.3.Ms

Strategic Planning for Fund Raising
Wesley E. Lindahl
Jossey-Bass Inc., 1992
63.Lin.Strat

Growing From Good To Great...
Judith E. Nichols
Bonus Books, Inc., 1995
63.Nic.Growi

Achieving Excellence In Fund Raising
Henry A Rosso
Jossey-Bass Inc, 1991
63.ros.achie

Fundraising for Social Change
Kim Klein
Chardon Press, 1996
63.kim.socia

Fund Raising
James Greenfield
John Wiley & Sons, 1999
63.GRE.FUNDR

Fearless Fund-Raising
G. Worth George
National Center for Nonprofit Boards, 1996
63.Geo.Fearl

National Guide to Funding for Women and Girls
Gina-Marie, ed. Cantarella
The Foundation Center, 1999
63.FOU.NATIO

Fund Raising: Evaluating and Managing the Fund Development Process
James M. Greenfield
John Wiley & Sons, Inc., 1999
63.gre.fundr.2

Raise more money for your nonprofit organization: A guide to evaluating and improving your fundraising
Anne L. New
The Foundation Center, 1991
63.NEW.RAISE

Call the Library Assistant at (360) 754-7583 or email library@wcsap.org to request resources from the library.

Additional Resources

The Complete Book of Model Fund-Raising Letters
Roland Kuniholm
Prentice Hall, 1995

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